

CLAIMS

1. (Amended) An information providing apparatus for providing added-value information associated with content viewing selection, comprising:

a viewing log information acquiring block for acquiring a viewing log associated with viewing of content by a user;

a content-associated information acquiring block for acquiring information associated with each piece of content included in a viewing log;

an added-value information generating block for measuring an appearance frequency for each attribute type in content-associated information aggregated for each user to generate added information associated with content viewing selection on the basis of a predetermined number of attribute values of attribute values ranked high in appearance frequency in each attribute type; and

a presentation-information transmitting block for transmitting a signal to present added-information to a user.

2. The information providing apparatus according to claim 1, wherein said viewing log information acquiring block acquires, as a viewing log, at least one operation log of viewing, recording, timer-recording

setting, voting or evaluation, and purchase executed by the user.

3. (Deleted)

4. (Amended) The information providing apparatus according to claim 1, wherein said viewing log information acquiring block acquires, via a communication route, viewing log information acquired on a device for receiving or recording/reproducing content by the user, aggregates acquired viewing log information for each user;

 said content-associated information acquiring block searches a content information database storing attribute information of each piece of content to acquire content-associated information; and

 said presentation-information transmitting block presents added-information to the user via said communication route.

5. (Amended) The information providing apparatus according to claim 1, wherein said viewing log information acquiring block holds, in a device, viewing log information acquired on said device for receiving or recording/reproducing content by the user;

 said content-associated information acquiring block acquires content-associated information about each

piece of content included in a viewing log via a predetermined communication route; and

 said added-information creating block creates added-information in said device.

6. The information providing apparatus according to claim 1, wherein said presentation-information transmitting block presents, to the user, an added-information screen that includes a list of attribute values high in appearance frequency in each attribute type.

7. The information providing apparatus according to claim 6, further comprising:

 an input block for accepting an attribute value specification or selecting operation by the user through said added-information screen; and

 a detail added-value information generating block for searching, in response to the specification or selection of an attribute value by the user, for a piece of content associated with the specified or selected attribute value to generate detail added-information on the basis of the obtained piece of content;

 wherein said presentation-information transmitting block presents said detail added-information to the user.

8. The information providing apparatus according to claim 7, wherein said detail added-information generating block searches the viewing log information of the user for a piece of content associated with the attribute value and generates detail added-value information configured by a list of pieces of content including the viewing log.

9. The information providing apparatus according to claim 7, wherein said detail added-value information generating block searches schedule information describing future content broadcast or distribution schedule for a piece of content associated with the attribute value and generates detail added-value information configured by a list of pieces of content including a broadcast or distribution schedule time.

10. The information providing apparatus according to any one of claims 8 and 9, wherein a content operation method is presented along with the viewing log on a detail added-value information screen and

 said input block accepts the specification or selecting operation of content by the user on the detail added-value information screen to trigger a corresponding operation.

11. (Amended) An information providing method for

providing added-value information associated with content viewing selection, comprising:

a viewing log information acquiring step for acquiring a viewing log associated with viewing of content by a user;

a content associated information acquiring step for acquiring information associated with each piece of content included in a viewing log;

an added-information generating step for measuring an appearance frequency for each attribute type in content-associated information aggregated for each user to generate added information associated with content viewing selection on the basis of a predetermined number of attribute values of attribute values ranked high in appearance frequency in each attribute type; and

a presentation-information transmitting step for outputting a signal to present added-information to a user.

12. The information providing method according to claim 11, wherein said viewing log information acquiring step acquires, as a viewing log, at least one operation log of viewing, recording, timer-recording setting, voting or evaluation, and purchase executed by the user.

13. (Deleted)

14. (Amended) The information providing method according to claim 11, wherein said viewing log information acquiring step acquires, via a communication route, viewing log information acquired on a device for receiving or recording/reproducing content by the user, aggregates acquired viewing log information for each user;

 said content-associated information acquiring step searches a content information database storing attribute information of each piece of content to acquire content-associated information; and

 said presentation-information transmitting step presents added-information to the user via said communication route.

15. (Amended) The information providing method according to claim 11, wherein said viewing log information acquiring step holds, in a device, viewing log information acquired on said device for receiving or recording/reproducing content by the user;

 said content-associated information acquiring step acquires content-associated information about each piece of content included in a viewing log via a predetermined communication route; and

 said added-information creating step creates

added-information in said device.

16. The information providing method according to claim 11, wherein said presentation-information transmitting step presents, to the user, an added-information screen that includes a list of attribute values high in appearance frequency in each attribute type.

17. The information providing method according to claim 16, further comprising:

an input step for accepting an attribute value specification or selecting operation by the user through said added-information screen; and

a detail added-information generating step for searching, in response to the specification or selection of an attribute value by the user, for a piece of content associated with the specified or selected attribute value to generate detail added-information on the basis of the obtained piece of content;

wherein said presentation-information transmitting step presents said detail added-information to the user.

18. The information providing method according to claim 17, wherein said detail added-information generating step searches the viewing log information of

the user for a piece of content associated with the attribute value and generates detail added-value information configured by a list of pieces of content including the viewing log.

19. The information providing method according to claim 17, wherein said detail added-value information generating step searches schedule information describing future content broadcast or distribution schedule for a piece of content associated with the attribute value and generates detail added-value information configured by a list of pieces of content including a broadcast or distribution schedule time.

20. The information providing apparatus according to any one of claims 18 and 19, wherein a content operation method is presented along with the viewing log on a detail added-value information screen and

said input step accepts the specification of operation method or selecting operation of content by the user on the detail added-value information screen to trigger a corresponding operation.

21. (Amended) A computer program written in a computer-readable form for making a computer system execute processing for providing added-information associated with content viewing selection, comprising:

a viewing log information acquiring step for acquiring a viewing log associated with viewing of content by a user;

a content associated information acquiring step for acquiring information associated with each piece of content included in a viewing log;

an added-information generating step for measuring an appearance frequency for each attribute type in content-associated information aggregated for each user to generate added information associated with content viewing selection on the basis of a predetermined number of attribute values of attribute values ranked high in appearance frequency in each attribute type; and

a presentation-information transmitting step for outputting a signal to present added-information to a user.